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Result # 1    Relevance: ○○○○○

**Personalized direct mail catalog**

X 2001-06-01    IPCOM000013905D

English

Disclosed is a business method for personalized direct mail catalog. A company adoptir method can create special catalog for each member to match his/her taste. A lot of coi supplied from many makers. This business method gives makers a merit to ...

Result # 2    Relevance: ○○○○○

**The business model for broadcasting contents distribution using speech recognition technology and Push type distribution.**

2003-06-27    IPCOM000016528D

English

Disclosed is a business model for broadcasting contents distribution on the network. Cl user, an advertising company, and a contents owner company. This business model br togetherness and joyful time for a user, direct marketing for ...

Result # 3    Relevance: ○○○

**The Historic Use of Computerized Tools for Marketing and Market Res Brief Survey .**

27-Dec-2001    IPCOM000006359D

English

Electronic tools such as computer-generated graphics and interactive survey systems l for many years for market research. While this is well known among marketers and m products companies, there has apparently been some confusion about the historic ...

Result # 4    Relevance: ○

**Information Exchange Service**

2001-09-14    IPCOM000015232D

English

This publication describes a business idea around the distribution of information in exc information about the receiver. State of the art On many web sites in the Internet toda find valuable information. This may be plain data to read, detailed ...

Result # 5    Relevance: ○

**Hospitality Customer Information System Data Model**

2000-12-01    IPCOM000014512D

English

Disclosed is a unique data model which can serve as the foundation for various custom systems and related applications in the travel industry. The data model defines the cor structure of a database capable of being used in a variety of applications in ...

Result # 6    Relevance: ○

**Portable Modifiable Personal Billboard**

2004-05-17    IPCOM000028487D

English

Following is a novel business method in which an individual can "rent" advertising spac person.

Result # 7    Relevance: ○

**Message Send Protocol 2 (RFC1312)**

1992-04-01

IPCOM000002133D

English

Status of this Memo

Result # 8      Relevance: **Message Send Protocol (RFC1159)**

1990-06-01

IPCOM000001970D

English

Status of this Memo

Result # 9      Relevance: **Policy-Mandated Labels Such as "Adv:" in Email Subject Headers Con Ineffective At Best (RFC4096)**

2005-05-01

IPCOM000125310D

English

This memo discusses policies that require certain labels to be inserted in the "Subject: mail message. Such policies are difficult to specify accurately while remaining compliant RFCs and are likely to be ineffective at best. This memo ...

Result # 10      Relevance: **How to Advertise Responsibly Using E-Mail and Newsgroups or - how \$\$\$\$\$ MAKE ENEMIES FAST! \$\$\$\$\$ (RFC3098)**

2001-04-01

IPCOM000005293D

English

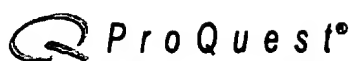
This memo offers useful suggestions for responsible advertising techniques that can be internet in an environment where the advertiser, recipients, and the Internet Community in a productive and mutually respectful fashion. Some measure of ...

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*Business Editors & High Tech Writers. Business Wire.* New York: Jan 16, 2001. p. 1  
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- ☐ 2. **Digital on the rise**  
*Printing World.* Tonbridge: Jan 15, 2001. p. 25  
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- ☐ 3. **Advertisers test interactive arena**  
*Kathy A McDonald. Variety.* New York: Jan 15-Jan 21, 2001. Vol. 381, Iss. 8; p. 41 (2 pages)  
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- ☐ 4. **Back to basics: it's time to get real; [1TL Edition]**  
*David Hewson. Sunday Times.* London (UK): Jan 14, 2001. p. E.2  
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- ☐ 5. **READY FOR A TURNAROUND? CADMUS PUTS A NEW TWIST ON ITS RETURN TO BASICS; [City Edition]**  
*Bob Rayner; Contact Bob Rayner at (804) 649-6073 or brayner@timesdispatch.com. Richmond Times - Dispatch.* Richmond, Va.: Jan 8, 2001. p. D.14  
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- ☐ 6. **Tobacco**  
*Sarah Hardcastle. Grocer.* Crawley: Jan 6, 2001. Vol. 224, Iss. 7485; p. 35 (3 pages)  
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- ☐ 7. **Robertson Stephens Daily Growth Stock Update on DTEC EBNX KEYN EAT HET INSN IMG MGG WMT BKST CATZ INSM NEOF SAGI**  
*PR Newswire.* New York: Jan 5, 2001. p. 1  
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- ☐ 8. **Factors affecting the use of information in the evaluation of marketing communications productivity**  
*George S Low, Jakki J Mohr. Academy of Marketing Science. Journal.* Greenvale: Winter 2001. Vol. 29, Iss. 1; p. 70 (19 pages)  
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- ☐ 9. **Early adopters of the virtual supermarket: A study in Brazil**

- ☐ *Fernanda Particelli, Angela da Rocha. American Marketing Association. Conference Proceedings. Chicago: 2001. Vol. 12; p. 13 (7 pages)*

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- ☐ 10. **Integrated marketing communications: Some new experimental evidence**  
*John M McGrath. American Marketing Association. Conference Proceedings. Chicago: 2001. Vol. 12; p. 318 (9 pages)*

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*Paul R Baines, Ross Brennan, John Egan. American Marketing Association. Conference Proceedings. Chicago: 2001. Vol. 12; p. 120 (8 pages)*

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- ☐ 12. **Standard Oil and Microsoft--intriguing parallels or limping analogies?**  
*John J Flynn. Antitrust Bulletin. New York: Winter 2001. Vol. 46, Iss. 4; p. 645 (89 pages)*

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- ☐ 13. **Farming and agriculture**  
*Anonymous. British Food Journal. Bradford: 2001. Vol. 103, Iss. 8; p. 567 (32 pages)*

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- ☐ 14. **Food marketing**  
*Anonymous. British Food Journal. Bradford: 2001. Vol. 103, Iss. 8; p. 508 (12 pages)*

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- ☐ 15. **The use of the Internet as a critical success factor for the marketing of Welsh agri-food SMEs in the twenty-first century**  
*Adrian Sparkes, Brychan Thomas. British Food Journal. Bradford: 2001. Vol. 103, Iss. 5; p. 331 (17 pages)*

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- ☐ 16. **Top 10 strategies: Internet**  
*Anonymous. Business Mexico. Mexico City: 2001. Vol. 10/11, Iss. 12/1; p. 52 (3 pages)*

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- ☐ 17. **Information privacy and marketing: What the U.S. should (and shouldn't) learn from Europe**  
*H Jeff Smith. California Management Review. Berkeley: Winter 2001. Vol. 43, Iss. 2; p. 8 (26 pages)*

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- ☐ 18. **Shopping online for freedom, control, and fun**  
*Mary Wolfinbarger, Mary C Gilly. California Management Review. Berkeley: Winter 2001. Vol. 43, Iss. 2; p. 34 (22 pages)*

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- ☐ 19. **The talent war**  
*Emily Leinfuss. Computerworld. Framingham: Jan 1, 2001. Vol. 35, Iss. 1; p. 36 (2 pages)*

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- ☐ 20. **How to create an offer your customers can't refuse**  
*Adams Hudson. Contracting Business. Cleveland: Jan 2001. Vol. 58, Iss. 1; p. 152 (3 pages)*

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David Phillips. **Corporate Communications**. Bradford: 2001. Vol. 6, Iss. 4; p. 225 (13 pages)  
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- ☐ 22. **Cookies, web bugs, webcams and cue cats: Patterns of surveillance on the world wide web**  
Colin J. Bennett. **Ethics and Information Technology**. Dordrecht: 2001. Vol. 3, Iss. 3; p. 195  
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- ☐ 23. **Adaptive AHP: A review of marketing applications with extensions**  
Mark Davies. **European Journal of Marketing**. Bradford: 2001. Vol. 35, Iss. 7/8; p. 872 (24 pages)  
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- ☐ 24. **Methodological issues in conjoint analysis: A case study**  
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- ☐ 25. **Strategic political segmentation: A new approach for a new era of political marketing**  
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- ☐ 26. **The powerful triangle of marketing data, managerial judgment, and marketing management support systems**  
Gerrit H van Bruggen, Ale Smidts, Berend Wierenga. **European Journal of Marketing**. Bradford: 2001. Vol. 35, Iss. 7/8; p. 796 (20 pages)  
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Susan Thea Posnock, Tony Silber. **Folio: The Magazine for Magazine Management**. Jan 2001. Vol. 30, Iss. 1; p. 32 (7 pages)  
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S Parise, J C Henderson. **IBM Systems Journal**. Armonk: 2001. Vol. 40, Iss. 4; p. 908 (17 pages)  
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